

## ABSTRACT OF THE DISCLOSURE

Provided is an on-line selling system that in the process of selecting and buying an item of goods enables a goods supplier to have its own originality concerned therewith that it wants in terms of this process. There are provided two systems. One is a sale processing system that has a function of accepting an order made from a user's terminal by way of a Web site on a server and that can process the delivery of an item of goods the order for that has been accepted to the user as well as the settlement of the goods-item sale price in association with the acceptance of the order made as above. The other is a goods supply system that supplies an item of goods with respect to the sale processing system. The goods supply system provides to the sale processing system a selling program for selling an item of goods that is supplied from the goods supply system. The selling program causes a process of selecting and buying an item of goods being supplied from the goods supply system to be displayed on the monitor of a user's terminal that has made access to the Web site and causes an order for the item of goods bought through the process to occur at the sale processing system.